RESPONSIBLE AI

How to harness the technology's potential

RESPONSIBLE AI

WHAT IT IS

Responsible AI refers to the practice of designing and using artificial intelligence in a way that is ethical and complies with legal standards.

It involves creating AI systems that are **transparent**, **fair**, **accountable**, and **protect user privacy**. The approach also includes a commitment to preventing bias, safeguarding user data, and minimizing any risks that might come with the implementation of AI technologies.

THE PRINCIPLE OF RESPONSIBLE AI

Fairness
AI system should treat people fairly

Reliability and safety
AI system should perform reliably and safety

Privacy and security
AI system should be secure and respect privacy

Inclusiveness
AI system should empower everyone and engage people

Transparency
AI system should be understandable

Accountability
People should be accountable for AI system
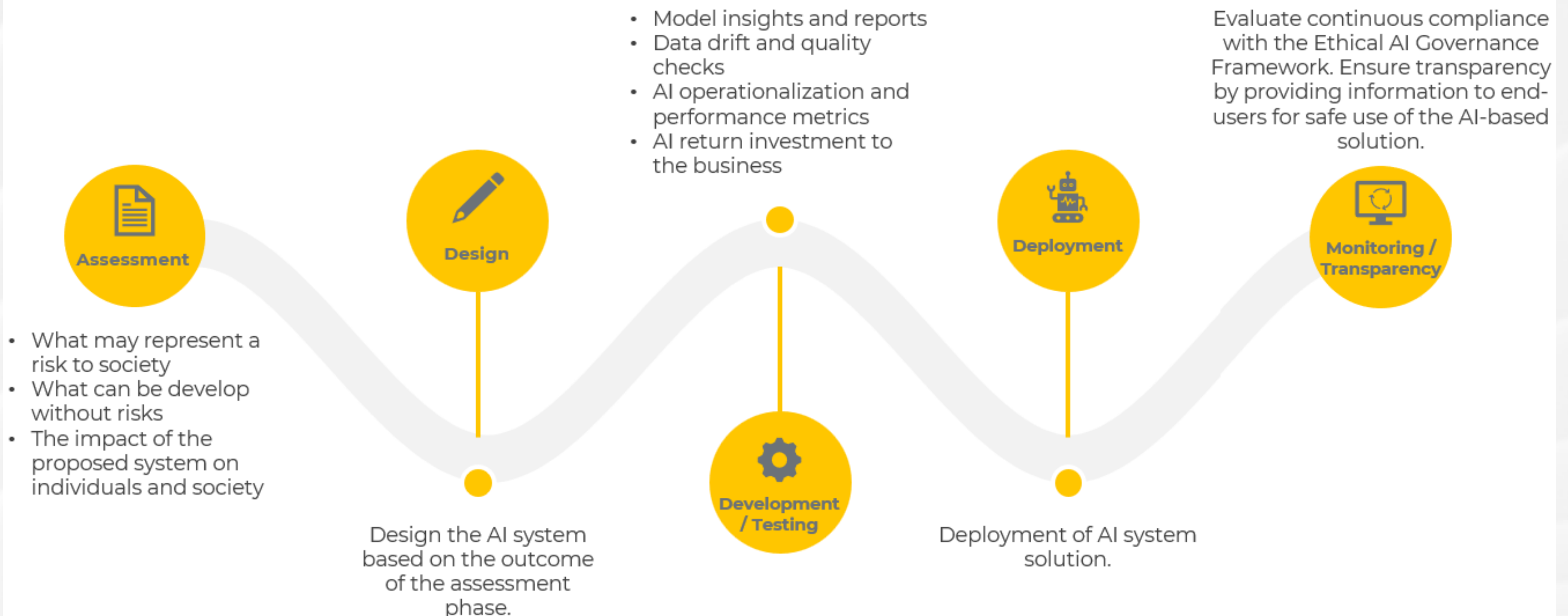
HOW TO START?

A persona-centric and responsible AI framework

THE HIGH LEVEL PLAN

It is necessary a structured approach to solve problems, to improve model performance and, at the same time, to help stakeholders understand AI model behaviors.

AI RESPONSIBLE FRAMEWORK

Assessment

- What may represent a risk to society
- What can be develop without risks
- The impact of the proposed system on individuals and society

Design

Design the AI system based on the outcome of the assessment phase.

Development / Testing

- Model insights and reports
- Data drift and quality checks
- AI operationalization and performance metrics
- AI return investment to the business

Deployment

Deployment of AI system solution.

Monitoring / Transparency

Evaluate continuous compliance with the Ethical AI Governance Framework. Ensure transparency by providing information to end-users for safe use of the AI-based solution.

REPLY
CLUSTER

BUSINESS GOAL

Why should businesses rely on Responsible AI?

BUILDING TRUST WITH CUSTOMERS AND STAKEHOLDERS

By demonstrating responsible AI practices, companies can build trust with their customers, employees, and stakeholders, leading to stronger brand loyalty and enhanced reputation.

REDUCING LEGAL AND REPUTATIONAL RISKS

Responsible AI practices help mitigate risks by avoiding discriminatory practices, ensuring data privacy, and complying with regulations.

IMPROVING DECISION-MAKING

Responsible AI ensures that the insights and decisions generated by AI systems are fair and unbiased, providing businesses with more accurate and reliable information to drive their strategies.

FOSTERING INNOVATION AND LONG-TERM SUCCESS

Ethical AI promotes innovation within ethical limits, and businesses prioritizing Responsible AI are poised to generate sustainable, long-term value for stakeholders.
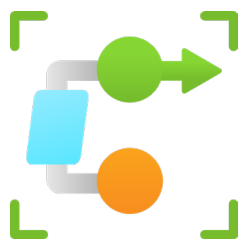
OUR SOLUTION

AI products and services

The strategy focuses on integrating responsible AI tools into both business strategy and operations, emphasizing value, safety, and trust. For AI to have a transformative impact, it's crucial to redesign processes, encourage adoption, and consider these aspects from the beginning of AI solution development.

TOOLS

AZURE AI CONTENT SAFETY

This is a content moderation platform that uses AI to keep your content safe with powerful AI models that detect offensive or inappropriate content.

AZURE AI SERVICES

Azure AI services provides information and guidelines on how to responsibly use artificial intelligence in applications and data, privacy and security information.

AZURE MACHINE LEARNING

This trusted AI learning platform is designed for responsible AI applications in machine learning.

DATABRICKS AI

This tool helps companies use AI responsibly, govern data, and use AI solutions to monitor and test their data.